

Bellabeat data analysis case study

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1.0 Introduction

Bellabeat is a high-tech manufacturer of health-focused products for women, with a high the potential to become a larger player in the global **smartdevice** market.

By 2016, Bellabeat had opened offices around the world and launched multiple products. Bellabeat products became available through a growing number of online retailers in addition to their own e-commerce channel on their **website**. The company has invested in traditional advertising media, such as radio, out-of-home billboards, print, and television, but focuses on digital marketing extensively. Bellabeat invests year-round in Google Search, maintaining active Facebook and Instagram pages, and consistently engages consumers on Twitter. Additionally, Bellabeat runs video ads on Youtube and display ads on the Google Display Network to support campaigns around key marketing dates.

The products and services offered by Bellabeat are:

- **Bellabeat app:** The Bellabeat app provides users with health data related to their activity, sleep, stress, menstrual cycle, and mindfulness habits. This data can help users better understand their current habits and make healthy decisions. The Bellabeat app connects to their line of smart wellness products.
- **Leaf:** Bellabeat's classic wellness tracker can be worn as a bracelet, necklace, or clip. The Leaf tracker connects to the Bellabeat app to track activity, sleep, and stress.
- **Time:** This wellness watch combines the timeless look of a classic timepiece with smart technology to track user activity, sleep, and stress. The Time watch connects to the Bellabeat app to provide you with insights into your daily wellness.
- **Spring:** This is a water bottle that tracks daily water intake using smart technology to ensure that you are appropriately hydrated throughout the day. The Spring bottle connects to the Bellabeat app to track your hydration levels.
- **Bellabeat membership:** Bellabeat also offers a subscription-based membership program for users. Membership gives users 24/7 access to fully personalized guidance on nutrition, activity, sleep, health and beauty, and mindfulness based on their lifestyle and goals.

1.1 Scope of work

Urška Sršen, the actual Chief Creative Officer in Bellabeat, strongly believe that available consumer data would reveal more opportunities for growth. She request the marketing analytics team to focus on a Bellabeat product and analyze smart device usage data in order to gain insight into how people are already using their smart devices. Then, using this information, she would like high-level recommendations for how these trends can inform Bellabeat marketing strategy.

In addition she ask to perform the analysis on data taken from non-Bellabeat smart devices.

The information requested are the following:

1. What are some trends in smart device usage?
2. How could these trends apply to Bellabeat customers?
3. How could these trends help influence Bellabeat marketing strategy?